

Holiday Lights! Parade and Festival

www.gahanna.gov/events/holiday



“Live, Work, Play...Gahanna”

Overview: “Light Up” the holiday season with this community hit in its sixth year. The event kicks off on November 26th as thousands of residents and businesses decorate and illuminate their properties. Millions of twinkling lights will light up Creekside Island and over 150 storefronts and homes will unveil spectacular holiday displays. Saturday, November 27th, the holiday celebration is under way with strolling musicians and carolers, train rides, candy cane hunts, games, music, and holiday sights and sounds throughout Olde Gahanna and the Creekside Park. The highlight of the day is the all-illuminated parade that steps off at sundown with one of the most unique holiday parades in the Midwest, featuring over 100 lighted floats, horse drawn carriages, marching bands, and a host of other crowd favorites. This family-oriented celebration is a great beginning to a great season!

Date: November 27, 2004

Location: Olde Gahanna

Audience: 25,000 plus

SPONSORSHIP PACKAGES

Presenting Sponsor \$10,000

- Professional float/entry in parade
- Presentation/Name recognition on all event activities
- Logo on Volunteer T Shirts
- Logo/Mention on select radio and television media spots
- Logo on select electronic ads including festival website
- Product exclusivity
- Logo recognition on all Holiday Lights! Parade and Festival paid print ads and promotional material
- Name in media kit mention/sampling
- Logo on Poster
- On-site space
- 6 on-site banners provided by sponsor
- 3 banners provided by Events Inc.
- Framed Commemorative Poster
- Tickets for 20 at the Saturday night VIP catered event
- 8 VIP Parking Passes
- First right of refusal for successive years

Family Fun Sponsor \$7,500

- Professional float/entry in parade
- Logo on select electronic ads including festival website
- Product exclusivity
- Logo recognition on all Holiday Lights! Parade and Festival paid print ads and promotional material
- Name in media kit mention/sampling
- Logo on Poster
- On-site space
- 4 on-site banners provided by sponsor.
- 4 on-site banners provided by Events Inc.
- Framed Commemorative Poster
- Tickets for 16 at the Saturday night VIP catered event
- 6 VIP Parking Passes
- First right of refusal for successive years

Entertainment Sponsor \$5,000

- Professional float/entry in parade
- Name on select electronic ads including festival website
- Name recognition on all Holiday Lights! Parade and Festival paid print ads and promotional material
- Name in media kit mention/sampling
- Logo on Poster
- On-site space
- 3 on-site banners provided by sponsor
- 1 on-site banner provided by Events Inc.
- Tickets for 12 at the Saturday night VIP catered event
- 4 VIP Parking Passes
- First right of refusal for successive years

Corporate Sponsor \$2,500

- Professional float/entry in parade
- Framed Commemorative Poster
- Name on select electronic ads including festival website
- Name recognition on all Holiday Lights! Parade and Festival paid print ads and promotional material
- Name in media kit mention/sampling
- Logo on Poster
- On-site space
- 1 on-site banner provided by sponsor
- 1 on-site banner provided by Events Inc.
- Tickets for 8 at the Saturday night VIP catered event
- 2 VIP Parking Passes

Holly Trolly Sponsor \$2,000

- Large Banner/Sign with your Corporate Name and Logo displayed on the Holly Trolley
- Name on select electronic ads including festival website
- Name recognition on all Holiday Lights! Parade and Festival paid print ads and promotional material
- Name in media kit mention/sampling
- Logo on Poster
- On-site Space
- Framed Commemorative Poster
- Tickets for 8 at the Saturday night VIP catered event

Platinum Lights Sponsor \$1,500

- Sponsorship of a Grand Marshall Carriage
- Name on select electronic ads including festival website
- Name recognition on all Holiday Lights! Parade and Festival paid print ads and promotional material
- Name in media kit mention/sampling
- On-site space
- 1 on-site banner provided by sponsor
- Framed Commemorative Poster
- Tickets for 6 at the Saturday night VIP catered event

Gold Lights Sponsor \$1,000

- Name on select electronic ads including festival website
- Name recognition on all Holiday Lights! Parade and Festival paid print ads and promotional material
- Name in media kit mention/sampling
- On -site space
- 1 on-site banner provided by sponsor
- Framed Commemorative Poster
- Tickets for 4 at the Saturday night VIP catered event

Silver Lights Sponsor \$500

- Name on select electronic ads including festival website
- Name recognition on all Holiday Lights! Parade and Festival paid print ads and promotional material
- Name in media kit mention/sampling
- Name on Poster
- Commemorative Poster
- Tickets for 2 at the Saturday night VIP catered event

Bronze Lights Sponsor \$250

- Name on select electronic ads including festival website
- Name recognition on select Holiday Lights! Parade and Festival paid print ads and promotional material
- Name in media kit mention/sampling
- Commemorative Poster

Freedom Festival

www.gahanna.gov/events/july4



Celebrate Freedom, Character, and Citizenship!

Overview: This celebration of our Nation's Freedom is a Star Spangled Day, fun-filled and action-packed for all ages! The day kicks off with an 8:00 a.m. 5K Run/Walk through downtown Gahanna where close to 200 runners and walkers participate. After the race, the Gahanna Lions Parade steps off down Granville Street and attracts crowds of 15,000 people. At 4:00 p.m., the Family Fun Festival kicks off with games and prizes, inflatable games, activities, and music appropriate for all age groups. The JuJu Bee's Rhythm Review concert will rock the main stage and the crowd of 15,000 at 8:00 p.m. A Spectacular Sky lit fireworks display with more than 350 shells illuminates the Gahanna Golf Course, site of the 2004 Freedom Festival.

Date: July 3, 2004

Location: Downtown Gahanna ★ Olde Gahanna ★ Gahanna Golf Course ★ Creekside Park

Audience: 25,000 plus

SPONSORSHIP PACKAGES

Presenting Sponsor \$10,000

- ★ Presentation/Name recognition on all event activities
- ★ Logo on Volunteer T Shirts
- ★ Logo/Mention on select radio and television media spots
- ★ Logo on select electronic ads including festival website
- ★ Product exclusivity
- ★ Logo recognition on all Freedom Festival paid print ads and promotional material
- ★ Name in media kit mention/sampling
- ★ Logo on Poster
- ★ On-site space
- ★ 6 on-site banners provided by sponsor
- ★ 3 on-site banners provided by Events Inc.
- ★ Reserved seating for 20 at the Saturday night concert with catered buffet
- ★ 8 VIP Parking Passes
- ★ First right of refusal for successive years

Fireworks Sponsor \$7,500

- ★ Logo on select electronic ads including festival website
- ★ Product exclusivity
- ★ Logo recognition on all Freedom Festival paid print ads and promotional material
- ★ Name in media kit mention/sampling
- ★ Logo on Poster
- ★ On-site space
- ★ 4 on-site banners provided by sponsor.
- ★ 4 on-site banners provided by Events Inc.
- ★ Reserved seating for 16 at the Saturday night concert with catered buffet
- ★ 6 VIP Parking Passes
- ★ First right of refusal for successive years

Parade Sponsor \$5,000

- ★ Name on select electronic ads including festival website
- ★ Name recognition on all Freedom Festival paid print ads and promotional material
- ★ Name in media kit mention/sampling
- ★ Logo on Poster
- ★ On-site space
- ★ 3 on-site banners provided by sponsor.
- ★ 1 on-site banner provided by Events Inc.
- ★ Reserved seating for 12 at the Saturday night concert with catered buffet
- ★ 4 VIP Parking Passes
- ★ First right of refusal for successive years

Family Fun Fest Sponsor \$4,000

- ★ Name on select electronic ads including festival website
- ★ Name recognition on all Freedom Festival paid print ads and promotional material
- ★ Name in media kit mention/sampling
- ★ Logo on Poster
- ★ On-site space
- ★ 2 on-site banners provided by sponsor
- ★ 1 on-site banner provided by Events Inc.
- ★ Reserved seating for 12 at the Saturday night concert with catered buffet
- ★ 4 VIP Parking Passes
- ★ First right of refusal for successive years

Entertainment Sponsor \$3,000

- ★ Name on select electronic ads including festival website
- ★ Name recognition on all Freedom Festival paid print ads and promotional material
- ★ Name in media kit mention/sampling
- ★ Logo on Poster
- ★ On-site space
- ★ 2 on-site banners provided by sponsor
- ★ 1 on-site banner provided by Events Inc.
- ★ Reserved seating for 10 at the Saturday night concert with catered buffet
- ★ 2 VIP Parking Passes
- ★ First right of refusal for successive years

5K Run/Walk Sponsor \$2,500

- ★ Name on select electronic ads including festival website
- ★ Name recognition on all Freedom Festival paid print ads and promotional material
- ★ Name in media kit mention/sampling
- ★ Logo on Poster
- ★ On-site space
- ★ 1 on-site banner provided by sponsor
- ★ 1 on-site banner provided by Events Inc.
- ★ Reserved seating for 8 at the Saturday night concert with catered buffet

Supporting Gold Sponsor \$1,000

- ★ Name on select electronic ads including festival website
- ★ Name recognition on all Freedom Festival paid print ads and promotional material
- ★ Name on Poster
- ★ On-site space
- ★ 1 sponsor provided on-site banner
- ★ Reserved seating for 4 at the Saturday night concert with catered buffet

Supporting Silver Sponsor \$500

- ★ Name on select electronic ads including festival website
- ★ Name recognition on all Freedom Festival paid print ads and promotional material
- ★ Name in media kit mention/sampling
- ★ Name on Poster
- ★ 1 sponsor provided on-site banners
- ★ Reserved seating for 2 at the Saturday night concert with catered buffet

Supporting Bronze Sponsor \$250

- ★ Name on select electronic ads including festival website
- ★ Name recognition on select Freedom Festival paid print ads and promotional material
- ★ Name in media kit mention/sampling
- ★ Name on Poster

Creekside Blues and Jazz Festival

www.gahanna.gov/events/creekside



“The Jewel in Gahanna’s Civic Event Crown”

Overview: 2004 marks the 6th year for what *SNP News* called the “Jewel in Gahanna’s Civic Event Crown” – the Creekside Blues & Jazz Festival. Started in 1998 as a dedication celebration for the new Creekside Park area and the beginning of Olde Gahanna’s revitalization efforts, this one day festival has grown to a full weekend of fun for over 40,000 people. The festival is now the showplace for the best in Central Ohio’s blues and jazz musicians - highlighted with two nationally known musicians on Saturday night. Creekside Island and Olde Gahanna shine with nearly 100 quality artisans and crafters, family-oriented games and activities, local entertainment, and of course, great food. Gahanna’s premier summer event tops it off with carnival rides all weekend, hot air balloons on Friday & Saturday, and over 80 classic cars on Sunday.

Date: June 18-20, 2004

Location: Creekside Park and Olde Gahanna

Audience: 40,000 plus

SPONSORSHIP PACKAGES

Presenting Sponsor \$10,000

- Presentation/Name recognition on all event activities
- Logo on Volunteer T Shirts
- Logo/Mention on select radio and television media spots
- Logo on select electronic ads including festival website
- Product exclusivity
- Logo recognition on all Creekside Festival paid print ads and promotional material
- Name in media kit mention/sampling
- Logo on Poster
- On-site space
- 6 on-site banners provided by sponsor
- 3 on-site banners provided by Events Inc.
- Reserved seating for 20 at the Saturday night concert with catered buffet
- 8 VIP Parking Passes
- First right of refusal for successive years

Creekside Island Sponsor \$7,500

- Logo on select electronic ads including festival website
- Product exclusivity
- Logo recognition on all Creekside Festival paid print ads and promotional material
- Name in media kit mention/sampling
- Logo on Poster
- On-site space
- 4 on-site banners provided by sponsor
- 2 on-site banners provided by Events Inc.
- Reserved seating for 16 at the Saturday night concert with catered buffet
- 6 VIP Parking Passes
- First right of refusal for successive years

Family Fun Children's Area Sponsor \$5,000

- Name on select electronic ads including festival website
- Name recognition on all Creekside Festival paid print ads and promotional material
- Name in media kit mention/sampling
- Logo on Poster
- On-site space
- 3 on-site banners provided by sponsor
- 1 on-site banner provided by Events Inc.
- Reserved seating for 12 at the Saturday night concert with catered buffet
- 4 VIP Parking Passes
- First right of refusal for successive years

Classic Car / Hot Air Balloon Sponsor \$2,500

- Name on select electronic ads including festival website
- Name recognition on all Creekside Festival paid print ads and promotional material
- Name in media kit mention/sampling
- Logo on Poster
- On-site space
- 1 on-site banner provided by sponsor
- 1 on-site banner provided by Events Inc.
- Reserved seating for 8 at the Saturday night concert with catered buffet

Supporting Silver Sponsor \$500

- Name on select electronic ads including festival website
- Name recognition on all Creekside Festival paid print ads and promotional material
- Name in media kit mention/sampling
- Name on Poster
- 1 sponsor provided on-site banners
- Reserved seating for 2 at the Saturday night concert with catered buffet

Entertainment Sponsor \$5,000

- Name on select electronic ads including festival website
- Name recognition on all Creekside Festival paid print ads and promotional material
- Name in media kit mention/sampling
- Logo on Poster
- On-site space
- 3 on-site banners provided by sponsor
- 1 on-site banner provided by Events Inc.
- Reserved seating for 12 at the Saturday night concert with catered buffet
- 4 VIP Parking Passes
- First right of refusal for successive years

Supporting Gold Sponsor \$1,000

- Name on select electronic ads including festival website
- Name recognition on all Creekside Festival paid print ads and promotional material
- Name in media kit mention/sampling
- Name on Poster
- On-site space
- 1 sponsor provided on-site banner
- Reserved seating for 4 at the Saturday night concert with catered buffet

Supporting Bronze Sponsor \$250

- Name on select electronic ads including festival website
- Name recognition on select Creekside Festival paid print ads and promotional material
- Name in media kit mention/sampling
- Name on Poster

GAHANNA EVENTS, INC. PARTNERSHIP



Gahanna Events, Inc. believes in a collaborative approach to ensure that each of our signature community events are successful, resulting in a unique opportunity for your group. When you choose to sponsor all three of our events, we would like to reward you by giving you a discounted rate. This is our way of thanking you for supporting and understanding the value of providing high quality events year round.

By purchasing a package in all three events, you would receive the following cost benefit:

Gahanna Events Partnership Level 1

Approaching the sponsorships individually would cost a partner \$30,000. The collective cost with a Level 1 Partnership is \$25,000.

Level one benefits for \$25,000 include: (See the event highlights for Presenting Sponsor Benefits)

- Presenting Sponsor benefits for the Creekside Blues and Jazz Fest
- Presenting Sponsor benefits for the Freedom Festival
- Presenting Sponsor benefits for the Holiday Lights! Parade and Festival

Gahanna Events Partnership Level 2

Approaching the sponsorships individually would cost a partner \$22,500. The collective cost with a Level 2 Partnership is \$20,000.

Level one benefits for \$20,000 include: (See the event highlights for Presenting Sponsor Benefits)

- Creekside Island Sponsor benefits for the Creekside Blues and Jazz Fest
- Fireworks Sponsor benefits from the Freedom Festival
- Family Fun sponsor benefits from the Holiday Lights! Parade and Festival

Gahanna Events Partnership Level 3

Approaching the sponsorship individually would cost a partner \$15,000. The collective cost with a Level 3 Partnership is \$12,500.

Level one benefits for \$2,500 include: (See the event highlights for Presenting Sponsor Benefits)

- Family Fun Sponsor benefits for the Creekside Blues and Jazz Fest
- Parade Sponsor benefits from the Freedom Festival
- Family Fun sponsor benefits from the Holiday Lights! Parade and Festival

Gahanna Events Inc. is focused on developing a relationship with our partners. We recognize that there are some partners who are looking to tailor the partnership to meet their company's needs. So we have included a variety of options that focus on a particular event. We look forward to working with you today to begin our partnership for tomorrow!

***For more information or additional pricing, please contact
Gahanna Events, Inc. at 614-342-4015.***

2003 Sponsors



2003 Sponsors

- 7-Up
- 94th Aero Squadron
- Alan E. Moore, D.D.S.
- Allstate Insurance – Carol VonClausburg
- American Electric Power
- Anderson Concrete
- Apex/M&P Construction
- Big Bear
- Bob Boyd Lincoln Mercury
- Bommer & Associates
- Brookewood Construction Company
- BY-LIONS Incorporated
- Cal's Marathon
- Canini & Pellicchia
- CD101
- City Barbeque
- City of Gahanna
- CIVIC SAM
- Coaches Corner
- Columbus Blues Alliance
- Contracts Sweepers
- Deb Parker
- Donatos Pizzeria
- DRK, Inc.
- EMH & T
- Findley-Kohler Interiors
- Gahanna Animal Hospital
- Gahanna Area Chamber of Commerce
- Gahanna Area Realty Association
- Gahanna City Council
- Gahanna Convention & Visitor's Bureau
- Gahanna Health Center – OhioHealth
- Gahanna Jr. League Football
- Gahanna Lion's Club
- Gahanna Moose Lodge #2463
- Gahanna-Jefferson School District
- Germain Ford Columbus
- Giant Eagle
- Heartland Bank
- HER Real Living
- Hockaden & Associates
- Hoggy's
- Homewood Corporation
- James Karpac D.D.S., M.S.
- JD Equipment
- Jess Howard Electric Company
- Jewelry From Kesser
- Jim & Theo Bradshaw HER Realtors
- Key Bank
- M/I Schottenstein Homes
- Maria VanHuffel D.D.S.
- M-E Companies, Inc.
- Meijer
- Metcalf Design & Printing Center
- Mifflin Presbyterian Church
- Mount Carmel Health System
- Music-Go-Round
- NBC 4 WCMH TV
- Novinity Web Design
- Ohio Health
- Ohio Packing Company
- Old Bag of Nails
- Olde Gahanna Community Partnership
- Oldies 107.9
- OurGahanna.com
- Panera Bread
- Pinnell Dance Center
- Pizza Hut
- Portrait Homes
- Remax Connection – Delena Ciamacco
- Rocky Fork Printing
- Rotary Club of Gahanna
- Roush Honda
- Schneider Insurance Agency
- Sharon's Beauty Works
- Sign-A-Rama
- Smith & Hale
- Squire, Sanders & Dempsey, LLP
- Stilson Consulting Group, LLC
- Stilson Engineering
- Stoneridge Chiropractic Assoc
- Suburban News Publications
- Subway
- Sunny 95/WSNY FM
- Team Columbus
- The Central Ohio Hot Jazz Society
- The Downey Company
- The Kenney Company
- The Shops at Village Square at Cherrybottom
- The Stonehenge Company
- TheraCare Incorporated
- This Week
- Tim Horton's
- Time Warner
- Triangle Real Estate
- U.S. Properties Group
- Upscale Resale Furnishings
- Wal Mart Stores
- WCVO
- Wendy's
- Wonder Bread
- Yates Limited Liability Co.
- Larry R. Zapp, CFP

GAHANNA EVENTS, INC.

OUR MISSION

Gahanna Events, Inc. is an organization, whose mission is to organize, fund, and promote the premier Gahanna Events – *Creekside Blues and Jazz Fest*, *Freedom Festival*, and *Holiday Lights! Festival*. This community effort is guided by the Gahanna Events Inc. Board of Directors with representatives from the business community, our Gahanna residents, the City of Gahanna, the Gahanna Convention & Visitors Bureau, the Gahanna Area Chamber of Commerce, and the Gahanna-Jefferson Schools.

The goals of this collaboration are to reduce overlap and competition among the three premier events, to better utilize City resources, and to empower Gahanna Events to become a self-sufficient Gahanna civic events organization. With this focused and cooperative approach, Gahanna Events, Inc. will be poised to oversee and grow not just the initial three premier events, but additional Gahanna events in the future.

GET INVOLVED

If you would like to contribute to the growth of all or any of these events, which benefits your community, **please contact Gahanna Events, Inc. at 614-342-4015** to make your monetary donation. Any contribution is greatly appreciated and will be helpful in the success of the events.

GAHANNA EVENTS, INC. BOARD OF DIRECTORS

Leslie Blake, Gahanna Chamber of Commerce
Bobbie Burba, Heartland Bank
Tony Collins, City of Gahanna Parks and Recreation Department
Karen Eylon, Gahanna Convention & Visitors Bureau
Mary Flint, American Electric Power
Dale Foor, Gahanna Jefferson Schools
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